

# Challenges and Countermeasures of the Automobile Marketing Model in the New Media Era

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**Abstract:** With the continuous development of intelligent technology, the technology of "Internet plus" is also increasingly developed. Therefore, it is necessary to innovate and reform the automobile marketing model in the new era to better adapt to the modern society and thus increase the turnover. The article analyzes the advantages of China's automobile marketing model under the new media environment, analyzes the challenges of the automobile marketing model, and discusses the relevant countermeasures to promote the smooth development of automobile marketing, hoping to make automobile marketing more orderly and create more economic benefits for the development of the automobile industry. Comprehensively analyze the current situation and trend of China's automobile development, reform and innovate China's automobile marketing model, analyze the management, marketing, news communication process and communication phenomenon of automobile sales, and propose countermeasures for automobile marketing under the new media environment, with the purpose of improving the competitiveness of China's automobile sales enterprises.

**Keywords:** Countermeasures; automobile marketing; new media

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## 1. INTRODUCTION

The traditional automobile marketing model can no longer meet the requirements of the era of continuous progress of the network, so it is necessary to timely accept and adopt new marketing technologies to innovate new marketing models and coordinate the changes of traditional marketing models. While constantly pursuing new methods, it is also necessary to deepen the exploration of its connotation, so as to ensure the feasibility of the new marketing model, so that the new automobile marketing model can directly improve the marketing efficiency. WeChat marketing: including WeChat promotion, WeChat official account promotion and small programs.

WeChat promotion is mainly aimed at familiar people or those who have passed the conditional screening, and the communication target is very precise; The official account can expose brand information through high-quality content push and activate member fans through online and offline activities; Through its powerful service functions, the applet can accurately meet the needs of users and improve the willingness and satisfaction of users to participate in services. Compared with traditional marketing, new media marketing can make its marketing more targeted and marketing positioning more accurate by setting keywords of search engines in advertising.

In the process of new media marketing, big data analysis may better help enterprises improve their marketing strategies, easily meet their marketing needs, and make the marketing content closer to consumers. New media does not need the expensive physical propaganda cost of traditional communication. Once the content of its propaganda is loved by users, it will probably automatically get subjective communication from users. This way of communication is almost costless, and because it is a topic or entry point of users' concern, it will form a communication matrix between users, and the communication effect is more significant. Due to the lack of core network technology and network talents in

most of the automobile industry, there is no information channel suitable for the development of enterprises as the basic support in the construction of the basic network, which makes the marketing efficiency not good.

## 2. THE PROPOSED METHODOLOGY

### 2.1 Characteristics of Automobile Marketing in the New Media Era

On the one hand, due to the lack of professional network technology and information technology personnel to maintain and innovate the platform, science and technology is only the transformation of online and offline. Through market segmentation, we can see that different products take different marketing methods according to the target market and customers and deliver the right products to consumers at the right time. This is called precision marketing. At the same time, the rich media platform also provides more possibilities for the scope, speed, and innovative marketing methods of automobile marketing, which has a good role in promoting the change of automobile marketing; The third is the distinctive sociality.

In the new media era, the social relations between people, groups and groups are more closely connected. Most automobile enterprises still lack the concept of active marketing in marketing, and do not really have a single form of customer-centered marketing. At present, with the development of network technology, when consumers have the intention to buy a car, they will first directly query the information on the Internet, understand their required information and parameters through network search, sort out and compare, and finally decide whether to buy. In particular, the auto industry needs to deepen the brand awareness process of marketing personnel in the capital and policies, require employees to be able to receive relevant training on the new online sales model in a timely manner, and help employees to systematically learn the problems and operating concepts that need attention in the online marketing process.

## 2.2 Challenges and Countermeasures of Automobile Marketing in the New Media Era

The number of personnel responsible for the planning, shooting, editing, publishing and operation of the unofficial new media matrix is not enough to grow; The company's unofficial members of the new media association already have basic short video editing skills, but they need to further learn and master high-level skills such as product power display and brand image building. The core of the enterprise is brand, and the soul of the brand is culture:

(1) Culture is the fundamental reason why products become brands. Therefore, in the era of new media, automobile marketing must attach importance to the promotion of enterprise brand culture. By making use of the good communication effect of new media, establish a good communication between brand and society, and build a bridge between industry and society.

(2) The application of the Internet can promote ice and snow venues more widely, improve the timeliness of publicity and promotion, and make the service more targeted and diversified. It can expand the service model from the perspective of customers, break through the limitations of traditional publicity and promotion with convenient and high-quality service experience.

(3) The promotion carrier is also from general outdoor advertising and television advertising. In the expansion of automobile marketing channels, managers can use O2O technology model, The construction of the website is based on the expansion of offline sales, so as to ensure the information circulation and industry promotion characteristics of online and offline marketing, and finally achieve the goal of diverting online consumers to offline physical visits and surveys, thus ensuring the success of marketing.

## 3. CONCLUSION

The car is not only a means of transportation for people, but also the embodiment of social image. The continuous competition of automobile manufacturers requires the automobile industry to constantly explore its own marketing mode, and use scientific, diversified and information-based operation mode to make the basic economic benefits of the automobile industry continue to grow, so as to provide consumers with integrated marketing services. However, from the analysis of the actual situation, there are still some deficiencies in the actual automobile marketing model. Relevant personnel need to take timely measures to solve the problem, so as to effectively improve the sales of automobiles, promote the development of the automobile industry, and provide support for the smooth development of China's automobile marketing.

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